

CODE SWITCHING AND CODE MIXING IN TOURISM INDUSTRY TOWARD MULTILINGUAL

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Abstract: Asian Economics Community (MEA) has big influence for everyone in the world. This agreement will attract more and more people from other countries to come, stay dan work in Indonesia. Therefore, people need to communicate with more than one language in multilingual culture. This study is sociolinguistic which aimed to find out the form of code switching and code mixing are used by people, to know the purpose and influence of code switching and code mixing that found in tourism industry of Karawang toward daily conversation. The data are taken from Delonix Hotel in Karawang by using observation and interview of Japanese, English, Indonesia, and Sundanese people which analyzed about code switching and code mixing as Holmes's theory (2013). Data interpretation provides that the form of code switching and code mixing are occurred in their conversation in Delonix Hotel in Karawang. The result of interpretation shows that code switching and code mixing is determined by social, cultural, and individual factors.

Keywords: code switching, code mixing, tourism industry, multilingual

INTRODUCTION

Communication is very important to inter-personal discussions. It likes how we express ideas from person to person. When communication goes away, part of the idea will be lost or it will be misunderstood by the other person. In this industrial era, there will be problems arising in communication. Delonix Hotel in Karawang has employees from other different country and other region languages. This condition will make problem and decrease understanding among them. Therefore, the writer must reduce errors in their communication until people understand the message from speaker in multilingual. Moreover, the purpose of this research is to avoid a miscommunication between people in different languages.

The data on code switching and mixing have generally been analyzed in terms of one of the following approaches: (a) the linguistic form of code switching and mixing, and (b) the sociolinguistic functions which determine what the influences are and why code mixing and code switching take place (Holmes, 2013).

Based On Hoffman (1991), he clarified that types of code mixing are:

1. Intra-sentential switching / code mixing

This kind of code mixing occurs within a phrase, a clause or a sentence boundary, as when a Sundanese-English bilingual said: Hayu Dinner {Let go Dinner}. This sentence said by Sundanese mix with English.

2. Intra-lexical code mixing

This kind of code mixing which occurs within a word boundary.

3. Involving a change of pronunciation.

This kind of code mixing occurs at the phonological level, as when Indonesian people say an English word, but modify it to Indonesian phonological structure. For instance, the word 'strawberry' is said to be 'stroberi' by Indonesian people.

Furthermore, the types of code switching are:

1. Inter-sentential switching

This kind of code switching occurs between clause or sentence boundary, where each clause or sentence is in one language or other as when an adult Indonesia English bilingual says: “, they were off-white, you know.” (Hoffman, 1991).

2. Intra- sentential switching

In this kind of code switching, tags, exclamation and certain set phrases in one language are inserted into an utterance otherwise in another, as when Panjabi/English says: “*It's a nice day, hana?*” (hai n? *isn't it*).

3. Tag- Switching

This kind of code switching occurs to continue the utterance of the previous speaker, as when one Indonesian speaker speaks in English and then the other speaker tries to respond in English also.

METHODOLOGY

The writer uses qualitative. This is strengthened by Richie & Lewis (2003) that “qualitative research is a naturalistic and interpretative approach concerned with understanding the meaning which people attach phenomena (action, decisions, beliefs, values etc.) within their social worlds”. It means that qualitative research is a way to study the object naturally then produce the data in descriptive form both in written sentence or spoken sentence by the object. Furthermore, the sample of the research is Japanese, English,

Indonesia, and Sundanese people. The data is taken from the observation and interview to answer the research. To make a comprehensive, the data will be categorized into groups and interpreted that related to the theories then concluded as the result.

FINDING

A. *The form of code switching*

1. This Conversation between the writer and Riko (She is Japanese) is about guest complaint regarding Air conditioner.

Riko : Ohayo Gozaimas Lia San { Good Morning Ms Lia }

Lia : Ohayo gozaimas Riko san { Good morning Ms Riko }

Riko : Ogenki desuka { How are You }

Lia : Genki desu { Fine }

Riko : Lia San I would like to inform you that I got complain from Yoshida San regarding his room his Eakono { Air Conditioner } leaking. He inform us to fix it today

Lia : it has to be permission from guest

Riko : of course

Lia : Good we will follow up today

Riko : Arigato Gozaimas { Thank you }

Lia : You are welcome

In this conversation, she is Japanese people, who uses Japanese to great her friend. Suddenly, she changes her language from Japanese to English language. Sometimes, she mixes Japanese and English in conversation, the reason of language change because of habit, it creates family atmosphere with her friend.

Based on the data, the writer finds that dialogue use intersentential code switching. The writer can see in line 5, the source uses code switching in center sentences. She uses Japanese and English. Beside code switching in data 1, the dialogue uses code mixing in conversation.

2. The conversation is between front office agent (FDA) with guest.

FDA : Selamat pagi selamat datang di Delonix Hotel { Good Morning, Welcome to Delonix Hotel }

Guest : Morning I already booked room in this Hotel

FDA : Sorry could I borrow your identity card

Guest : Please

FDA : Mr Samuel From Unipress company yah ?

Guest : Correct

FDA : Your room number 3203, Your key and our bellman will accompany to
your room

FDA : Happy nice day, Terima kasih

Guest : You are well come

In this Conversation, FDA uses Indonesia language to great her guest because of social factor. The standard of greeting in this hotel must great with Indonesia language to all guests event though the guest comes from different country. Based on conversation above, front office agent uses code switching from Indonesia language to English Language. Based on the data, it finds that dialogue use tag code switching because in this dialogue FDA uses code switching in the end sentences.

3. The conversation is between Riko (Japanese) with her friend Ratna. She is Sundanese people at staff canten during break time.

Ratna : Time to break Makan yuk { Lets to lunch }

Riko : Coto coto, { wait } five minute again

Ratna : Tong lama Lapar { no long time , hungry }

Riko : Ok me to hungry

Ratna : GPL (Ga pakai lama) { quicky }

.mm,

In this conversation, Ratna is Sundanese people. Actually, she uses sundanese everyday because of her friend comes from other country. She uses code mixing in daily conversation. This conversation mixes language between Sundanese and English. The dialogue uses code switching intersensial because the soucer mixes code switching in the sentences. Based on data above, all code switching types use code switching intersential, code switching intrasential, and tag switching in Hotel

B. The form of code mixing

1. Code mixing in the form of word

Here is the example: *Aku tidak tau kenapa saya tidak enak body (I do not know why my body unwell)*

From the example above, the writer can see that Indonesian language is as base language (L1) that mixed English as the different language (L2). Source inserted the word *keyword* in the end of the sentence. Other example is: *You kudet banget sih, guy ! (You are not up date / late get news)*. From the example above, the writer can know that the source uses English language mixed by Indonesia language.

2. Code mixing in the form of phrase

Here is the example: *Aku berasal dari keluarga dari keluarga broken home. (Papa dan mamah bercerai)*.

From the data above, the writer can see that the L1 is Indonesia language and L2 is English. The word 'Broken Home' comes from an English phrase that the source used in his code mixing. The word 'Broken' and 'Home' have their own function and their meaning. But when these two word used together, they will shape a phrase.

Other example is: *Elo out of date banget sih, guys*. The analysis is we can see that the L1 is Indonesia language and the L2 is English. This phrase is contained of three words; *out*, *of* and *date*. From the those three words have own function and meaning. But after those word became a group of word, they will be a phrase. Based on the conversation from all examples above, the writer knows that the form of code mixing is based on their grammatical pattern. They are words and phrases. In fact, the writer found these kinds of code mixing in the conversation. Code mixing in term of word can be divided into some categories based on the languages that have been mixed by the source. It is an act of inserting different language (L2) such as Indonesia language or English into a basic language (L1). Second is code mixing in the form of phrase. It is actually inserting another phrase of another language which is different from the basic language.

The writer found that the source of the conversation inserts Indonesia language or English phrase when they need certain term in Indonesia language or English which is hard to be stated in L1. There are some terms in English that not available in Indonesia language, vice versa. Moreover, if they translated into the different language, the terms could be changed or the meaning was correct.

C. The purpose and factors influence of Code Mixing and Code Switching

People use code mixing and code switching in their utterances because they have some reason. There are many factors motivated people use code mixing and code switching in their communication with other. One of the reason is most of people especially teenagers master two or more language nowadays. This phenomena is called by bilingualism. From the description above, the writer knew that people seldom use one language in their daily conversation, the writer often find people mix and switch their language because of some factors. Such as they communicate with other people who come from different background, culture and language. Therefore, when people master more than one language they have a tendency to mix and switch their language as communication tools. Here, the writer classified the factors or reasons that motivated people used code mixing and code switching in their utterances. There are three factors that influence someone uses code mixing and code switching. The three factors used by the writer in this study. They are social factor, cultural factor and individual factor (Hudson, 1980).

1. Social Factor

In the social factor, there are five aspect which influence someone mix and switch their language, they are: participants, topic, situation, place, and the last is setting. From the five aspects, the writer found just three aspects. The first is the participants, it is mostly occurred between soucer and other people. Participant is as member of society, it is characterized by dimension of status and solidarity.

The example is “Teman teman *By the way*, are you free this week end we need hangout” (Friend, by the way, you free this week we need go to some where). From the example above, the writer knew that the L1 is Indonesia language as the basic language that used by the source and English as (L2). The participant of conversation occurs between source and her friend in a canteen. It means that this conversation happens out the class because both of them in informal situation.

2. Cultural Factors

Sometimes, the factor is also happened when people use code mixing or code switching to the addressee who is not the same region and language. It happens because of showing the speaker’s background and ethnic identity. In the data, the writer found the examples of code switching and code mixing related to cultural factor. One of the examples is when Japanese people with sundanese people speak: “*Selamat pagi, apa*

kabar hari ini? today we have meeting on 3 pm”. Here is the analysis that she changed the code from Indonesia language as the first language (L1) to English language as the second language (L2) as the switching sentence. English will not be a strange language anymore for her, so that is why she always switches and mixes her utterances when she speaks to the other people. Besides, her education also influences her to use code switching and code mixing in her daily conversation.

3. Individual Factor

Individual factor is influenced by two aspects; they are lack or limited vocabulary, and showing up the skill or knowledge. Sometimes, people change the code in their utterance because they do not find the appropriate word to convey or they want to be judged by people automatically as educated people. Moreover, English language is very popular nowadays. So, it is not strange anymore when teenagers nowadays use foreign language in their communication. In this data, the writer found example such as word ‘happy ending’. Happy ending means *akhir yang baik* or something which ends happily. The word ‘happy ending’ sound is better to be heard than the word *akhir yang baik*, because ‘happy ending’ is a familiar enough in our ear. Everybody will understand this meaning, especially for those who are still teenagers. When people used this word in the utterance, it means that she/he would like to show up her ability and skill in mastering many languages.

DISCUSSION

In this part of the point, the writer discuss about the finding of the study that have been described and its relationship with the theories in the previous chapter. This study of research is about code mixing and code switching used in conversation. In the other hand, the action of code mixing and code switching from one language into another language is called code mixing and code switching. Based on the statement problem, there are two questions to be answered in this study. Here, the writer has to understand about the form of code mixing and code switching grammatically in order to can divide both of them correctly because the code switching has its own grammatical structure as well as code mixing.

Furthermore, the writer also found the reasons of changing the language such as social, cultural, and individual factors as written in theory by Hudson (1980). He described that codes switching as one of linguistics phenomenon are “learned from other people, they are

one part the cultural a whole and as such are learned from the same people". On the other hand, there are many factors that can determine code switching and code mixing.

CONCLUSION

Life in multicultural ethnics like Indonesia country is possibility for us to use code mixing and code switching in daily communication with other people or ethnics. As an employees who works at tourism industry especially Hotel. The writer and everybody usually use code mixing and code switching in daily conversation with guest or with colleague because of different countries, cultures, and languages. Both of code mixing and code switching occur when the conversation uses both of languages together in a single utterance. Furthermore, there are many types of code switching and code mixing such as emblematic, inter-sentential, establishing continuity with the previous speaker, involving a change of pronunciation, Intra-sentential, intra-lexical code mixing.

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